

newcomer

The Relocation Guide for New Residents

Sponsored by:



Circulation 2007

Target Audience: **30,000 readers** (In each newcomer market)

Distributed directly to relocating families

Incomes greater than **\$60,000**

80% of new homeowners upgrade their home within the first year

Available at your local real estate office

Also at:

Local events, Builders Association, Residential Builder members, REALTOR Association, Trade shows, Mortgage companies, Extended stay hotels, and Human Resources departments of top employers.

newcomer's mission is to provide new residents with a valuable reference guide as they learn the region as well as to provide area businesses a tool for economic and new business development.

Get **In Front** of Your New Clients!



Innovative Designs & Publishing, Inc.
3245 Freemansburg Avenue • Palmer PA 18045-7118
610.923.8000 • Fax: 610.923.0390 • www.IDPcreative.com • AskUs@IDPcreative.com

newcomer

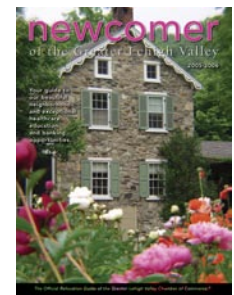
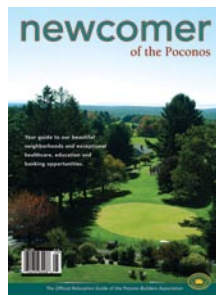
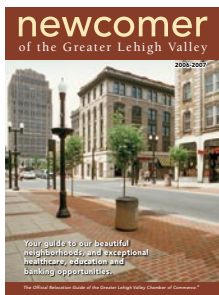
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Who We Are

newcomer magazine began in 1999 under the parent company Innovative Designs & Publishing, Inc. Since then, the annual publication **newcomer** has expanded into five market regions, targeting new homeowners in each market. **newcomer** provides information on buying and building a new home, selecting new schools, understanding health care options and choosing a physician, as well as an overview of cultural events, historic facts and economic prospects. **newcomer** utilizes individual real estate offices/agents and the regions' local REALTORS® Associations, who work specifically with relocating individuals and families to distribute **newcomer** within their target markets.



Coverage Area	City Coverage	Sponsoring Group
newcomer of the Greater Lehigh Valley www.newcomerofthelehighvalley.com	PA City coverage: Allentown, Bethlehem, Easton, Quakertown, Emmaus, Nazareth, Bath, Wind Gap, Whitehall, and surrounding area.	Greater Lehigh Valley Chamber of Commerce
Berks County newcomer www.berkscountynewcomer.com	PA City Coverage: Kutztown, Reading, Topton, Fleetwood, Hamburg, Shillington, Wyomissing, Mt. Penn, Sinking Spring, and surrounding area.	Greater Reading Chamber of Commerce and Industry
South Central PA newcomer www.susquehannanewcomer.com	PA County Coverage: Cumberland, Dauphin, Lancaster, Perry, York, and surrounding areas.	N/A
newcomer of the Poconos www.newcomerofthepoconos.com	PA County Coverage: Monroe, Carbon, Wayne, Pike, Northampton, and surrounding area.	Pocono Builders Association
newcomer of the Neponset Valley www.neponsetvalleynewcomer.com	MA City Coverage: Canton, Dedham, Dorchester, Dover, Hyde Park, Mattapan, Medfield, Millis, Milton, Norfolk, Norwood, Randolph, Sharon, Stoughton, Walpole, Westwood, and surrounding areas.	Neponset Valley Chamber of Commerce



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Top 10 Reasons to Advertise

Top 10 Reasons to Advertise in Magazines According to The Magazine Handbook...

- ◆ Multiple studies have demonstrated that magazine advertising enhances marketing and advertising ROI across a broad range of product categories.
- ◆ Ninety percent of magazine readers pay full and complete attention when reading magazines. Magazine readers demonstrate the lowest level of multi tasking when compared with multi tasking rates for other media. (Media Choices, Big Research)
- ◆ Magazine advertising is enduring, allowing consumers multiple exposures to the content and allowing advertisers to confirm that their ads ran.
- ◆ Nearly 360 million copies of magazines were sold in 2002, demonstrating that customers are willing to pay their hard earned dollars for the medium they value. (ABC, 2002)
- ◆ Over time, Magazine readership continued to grow, with a 5.4% increase among adults since 1998, outpacing the 4.4% growth in the adult population during the same period. (MRI)
- ◆ Consumers trust and believe magazine advertising more than advertising in any other media. (Media Choices)
- ◆ Magazines offer opportunities for creative and “customizable” advertising that produce positive marketplace results (see www.magazine.org/casestudies)
- ◆ The top 25 magazines reach more adults than the top 25 TV programs. (Nielsen, MRI Fall 2002)
- ◆ Magazines allow advertisers to hone in on their target efficiently – including desirable high-end decision makers.
- ◆ The diversity of magazines lets advertisers choose the editorial environment that best fits their needs.



Among the businesses and services that newcomers are seeking:

- ◆ Realtors
- ◆ Relocation Specialists
- ◆ Financial Services
- ◆ Renovators & Builders
- ◆ Home Furnishings & Designers
- ◆ Landscape Suppliers & Services
- ◆ Healthcare Providers & Hospitals
- ◆ Schools & Daycares
- ◆ Shopping
- ◆ Salons & Spas
- ◆ Recreation & Cultural Destinations
- ◆ Festivals & Fairs
- ◆ Religious Organizations
- ◆ Staffing Companies
- ◆ Media
- ◆ Utilities
- ◆ Public Services

newcomer magazine's content, coupled with its crisp, attractive presentation assures an attentive, involved audience with every issue. This translates to an ideal media vehicle that compliments your products and services every time you place your sales message within its pages.

newcomer provides relocating individuals and families with information about the many products and services they require as they set up a new home and begin to explore the area.

newcomer magazine also provides readers with beautiful photography and articles that reflect the diversity and richness of their new community.

Put your message where
they'll **see it!**



Typical New Resident Demographics

Household Profile

- ◆ \$60,000+ Income
- ◆ 2 Adults in Household
- ◆ Married with Children Present
- ◆ Husband & Wife Employed
- ◆ Responsive to Mail
- ◆ Professional/Technical Occupations
- ◆ Managerial/Administrative Occupations
- ◆ College or Graduate School Educated
- ◆ Credit Card Users

Household Purchase Interests

- ◆ Furniture
- ◆ Appliances
- ◆ Drapes
- ◆ Carpet
- ◆ Lawn & Garden
- ◆ Home Electronics
- ◆ Computers and Peripherals
- ◆ Audio Equipment

Professional & Retail Service Expenditure

- ◆ Banking
- ◆ Medical
- ◆ Dental
- ◆ Legal
- ◆ Investments
- ◆ Insurance
- ◆ Accounting
- ◆ Architecture
- ◆ Interior Design
- ◆ Veterinary
- ◆ Auto Service
- ◆ Cultural Events
- ◆ Automobile
- ◆ Clothing
- ◆ Major Appliances
- ◆ Home Electronics
- ◆ Furniture
- ◆ Floor Covering
- ◆ Plumbing & Heating
- ◆ Home Improvements
- ◆ Landscaping
- ◆ Domestic
- ◆ Restaurants
- ◆ Builders

Household Lifestyle Interests

- ◆ Physical Fitness
- ◆ Boating
- ◆ Travel
- ◆ Wine
- ◆ Golf
- ◆ Antiques
- ◆ Art
- ◆ Skiing
- ◆ Self-Improvement
- ◆ Wildlife/Environment
- ◆ Gourmet Cooking
- ◆ Cultural Events
- ◆ Health Foods
- ◆ Career Activities
- ◆ Current Affairs
- ◆ Community Activities



How newcomer is Distributed

newcomer is direct mailed to all new home closings in each market on a monthly basis.

newcomer is also distributed from the following locations:

Angela Brown Real Estate Professionals

Anthony Builders Inc./

Anthony Construction/F. Storage Depot

Ashley Development Corp.

Barbara Bottitta, Keller Williams Real Estate

Century 21 Keim Realtors

Century 21 Locher, Realtors

Century 21 Pinnacle

Coldwell Banker Heritage Real Estate

Comfort Suites-Bethlehem

David Klein Real Estate

First Presbyterian Church of Allentown

Frederick Group, Ltd., The

Grace Realty Co. Inc.

Greater Lehigh Valley Chamber of Commerce

Homesource Mortgage Services

Keller Williams Real Estate/Jane Wells-Schooley

Kurfiss Real Estate

Liberty Property Trust

Long and Foster® Real Estate Relocation Division

Long and Foster® Real Estate, Inc.

Mortgage Tree Lending

National City Mortgage

Patt White GMAC

Patt White GMAC Commercial Investment

Plaza Abstract LLP

Prudential Benjamin Real Estate

Prudential Choice Properties

Prudential Fretz Realty

Prudential MGM Real Estate

Prudential Paul Ford Realtors

Prudential Regency Real Estate

Quality Stone Veneer, Inc.

Re/Max 100 Real Estate

Re/Max Country Classic

Re/Max of the Valley

Re/Max Real Estate

Sandra A. Kirby, Keller Williams Real Estate

Swain School, The

Vinyard Realty Inc.

Weichert Realtors

Weichert Realtors, Allentown



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Rates & Specifications 2007



*Premium Positions on First Come First Serve Basis, please call to learn of availability and rates.



*Contact Us with any questions about the magazine, if you would like more information about advertising, or if you would like to be a distributor.



Advertising Rates (Annual number of insertions)

Size	4 Color	
	1x	2x
2 Page Spread	\$3,600	\$3,240
Back Cover	\$3,456	\$3,110
Inside Cover	\$3,096	\$2,786
Page 2 or 3	\$2,682	\$2,414
Opposite Table	\$2,390	\$2,173
Full Page	\$2,384	\$2,145
2/3 Page	\$2,219	\$1,997
1/2 Page	\$1,867	\$1,680
1/3 Page	\$1,548	\$1,393
1/6 Page	\$909	\$818
Showcase	\$585	\$527

Free Coupon Packages Available With
1/2 Page Ads and Larger

Advertising Deadlines

	Closing Date
newcomer of the Greater Lehigh Valley (Spring)	March 15
(Fall)	August 17

Computer Software

Our staff utilizes Adobe Creative Suite 2, any of the following layout files are acceptable: Adobe InDesign (*.indd), Photoshop (*.psd, *.tif, *.jpg, *.eps), Illustrator (*.ai, *.eps, *.pdf) & Acrobat (*.pdf). We also accept Quark XPress layout files, versions 4, 5 & 6. We can also accept non-working files of *.tif, *.jpg, *.eps & *.pdf format. Note that changes cannot be made to these files once received. Non-working files must have all text converted to outlines or all fonts embedded, and all images embedded, in addition to following all other specifications.

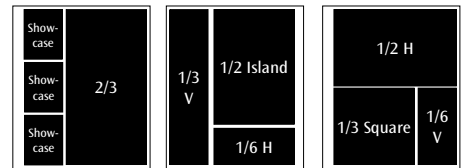
1-page Bleed Dimensions: 8.625 x 11.375
Magazine Trim Size: 8.125 x 10.875
Live Area: 7.625 x 10.375

2-page Bleed Dimensions: 16.75 x 11.375
Magazine Trim Size: 16.25 x 10.875
Live matter across gutter must be 0.375" from trim. (Files for spread ads must be prepared as two facing pages.)

PROOFS MUST BE SUPPLIED WITH ALL ART.
Publisher is not responsible for ads supplied without proofs.

Ad Specifications

2-Page Spread	15 X 10
Full Page	7 X 10
2/3 Vertical	4.625 X 10
1/2 Vertical	4.625 X 7.5
1/2 Horizontal	7 X 4.875
1/3 Vertical	2.25 X 10
1/3 Square	4.625 X 4.875
1/6 Vertical	2.25 X 4.875
1/6 Horizontal	4.625 X 2.375
1/9 Showcase	2.25 X 3



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